

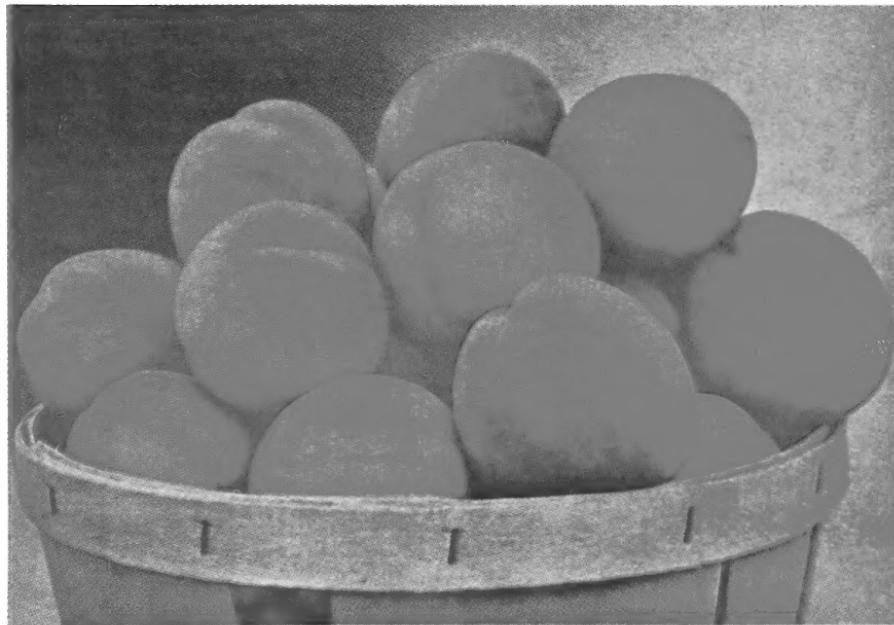
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Plan to plant your next orchard

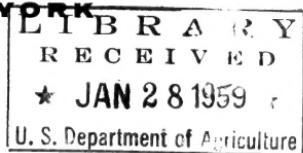
TRUE-TO-NAME Trees from Heberle



GOLDEN JUBILEE

HEBERLE NURSERY COMPANY

ROCHESTER 10, NEW YORK



APPLES

SUMMER VARIETIES

Early McIntosh Yellow Transparent
Red Astrachan

AUTUMN VARIETIES

Milton Wealthy

WINTER VARIETIES

Northern Spy	Solid McIntosh Red
Cortland	Double Red Delicious
Baldwin	Yellow Delicious
Stayman Winesap	Rome Beauty
Monroe	Gallia Beauty
Macoun	R. I. Greening
Ida Red	

CORTLAND

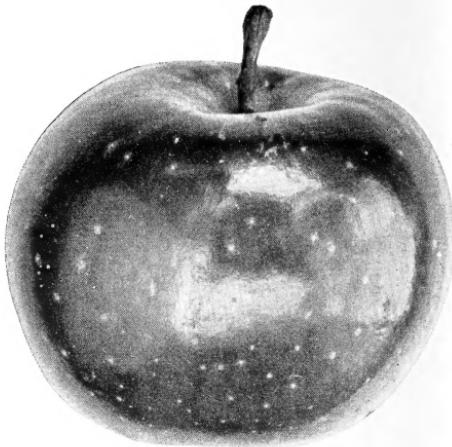
A good commercial apple, bright red color overlaid with purplish bloom, about 2 weeks later than McIntosh.

DOUBLE RED DELICIOUS

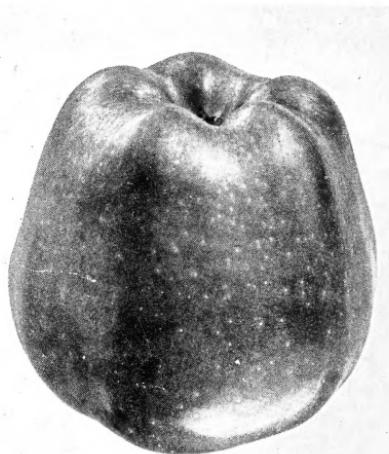
A large, dark red apple, excellent quality, good keeper, and good shipper.
(new) Triple Red Delicious

SOLID RED McINTOSH

Well-known as one of the leading commercial varieties in New York State and New England. (New Strain).



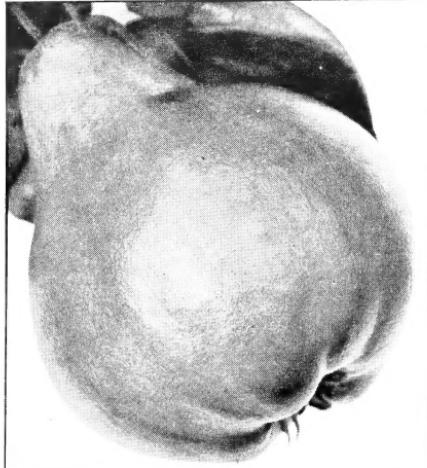
SOLID RED McINTOSH



DOUBLE RED DELICIOUS



BARTLETT TREE



ORANGE QUINCE



Bartlett
Clapp's Favorite
Kieffer
Seckel
Beurre Bosc

BARTLETT

Most popular pear for orchard planters and home use. Fruit large and yellow with a reddish blush on the sunny side.

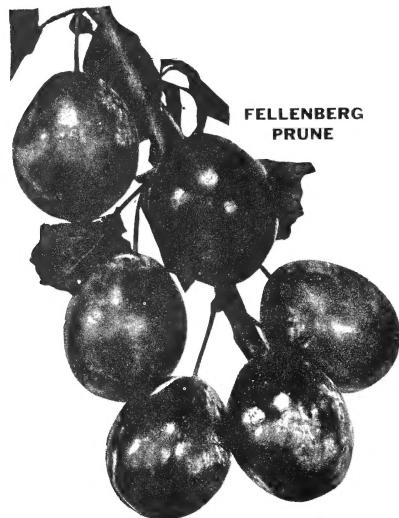
BOSC-PEAR

Brownish yellow in color. Flesh is tender, buttery, very juicy, with a rich flavor and pleasing aroma. The tree is a slow grower, but most productive.



BEURRE BOSC PEARS

HEBERLE'S Selection of Plums and Small Fruits



FELLENBERG
PRUNE

FELLENBERG PRUNE

Widely known and heavily planted by all growers. Ripens latter part of September.

Bradshaw. Large, dark violet red. September 5-10th.

Burbank. Very large, bright reddish purple. Aug. 25th to 30th.

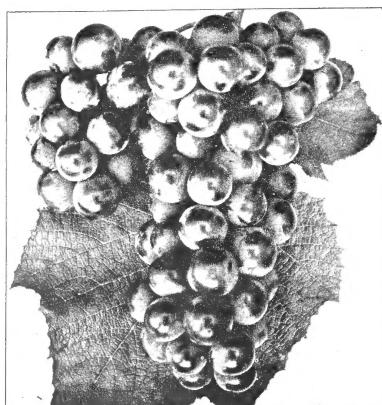
Shiro. Golden Yellow. Aug. 8-15th.

Abundance. Very early, amber turning to rich bright cherry. Aug. 15-20th.

Santa Rosa. Reddish purple.

Sharp's Damson. Large.

CONCORD GRAPE



PLUMS STANLEY PRUNE

The Stanley is, perhaps, the most popular of all new varieties put together. Bears young and is very productive.

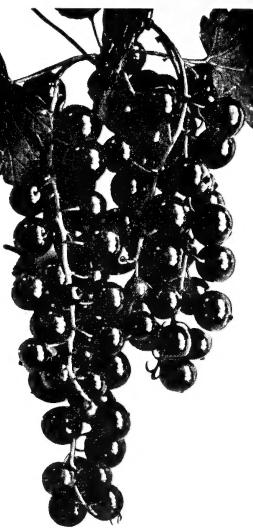
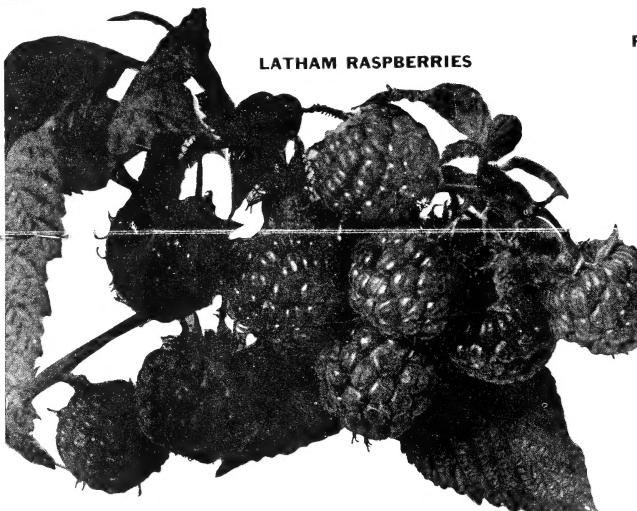
CURRANTS RED LAKE CURRENT

The new giant red currant. The berries are large, dark red in color. It's a pleasure to pick them. Recommended by large growers for commercial planting.

WILDER CURRENT

Berries large, bright, attractive red. Hang on bushes well. Productive.

LATHAM RASPBERRIES



PERFECTION CURRENT

RASPBERRIES

Sodus. Purple.

Cumberland. Late black cap.

Latham. Red.

Newburgh. Bright red.

Taylor. Bright red.

Indian Summer. Ever-bearing red.

BLACKBERRIES

Eldorado. Berries large, jet black.

Alfred. A good producer, ripens ahead of Eldorado.

SILVER MAPLE

GRAPES

Concord. The leading commercial grape. Blue black in color. Hardy and very productive.

Niagara. Leading white, good quality.

Fredonia. Introduced by the N. Y. State Experimental Station.

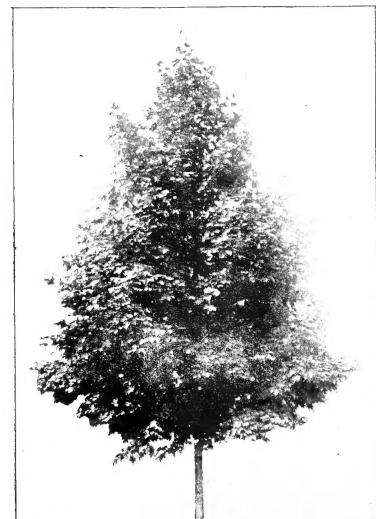
Worden. Seedling of Concord, bluish black.

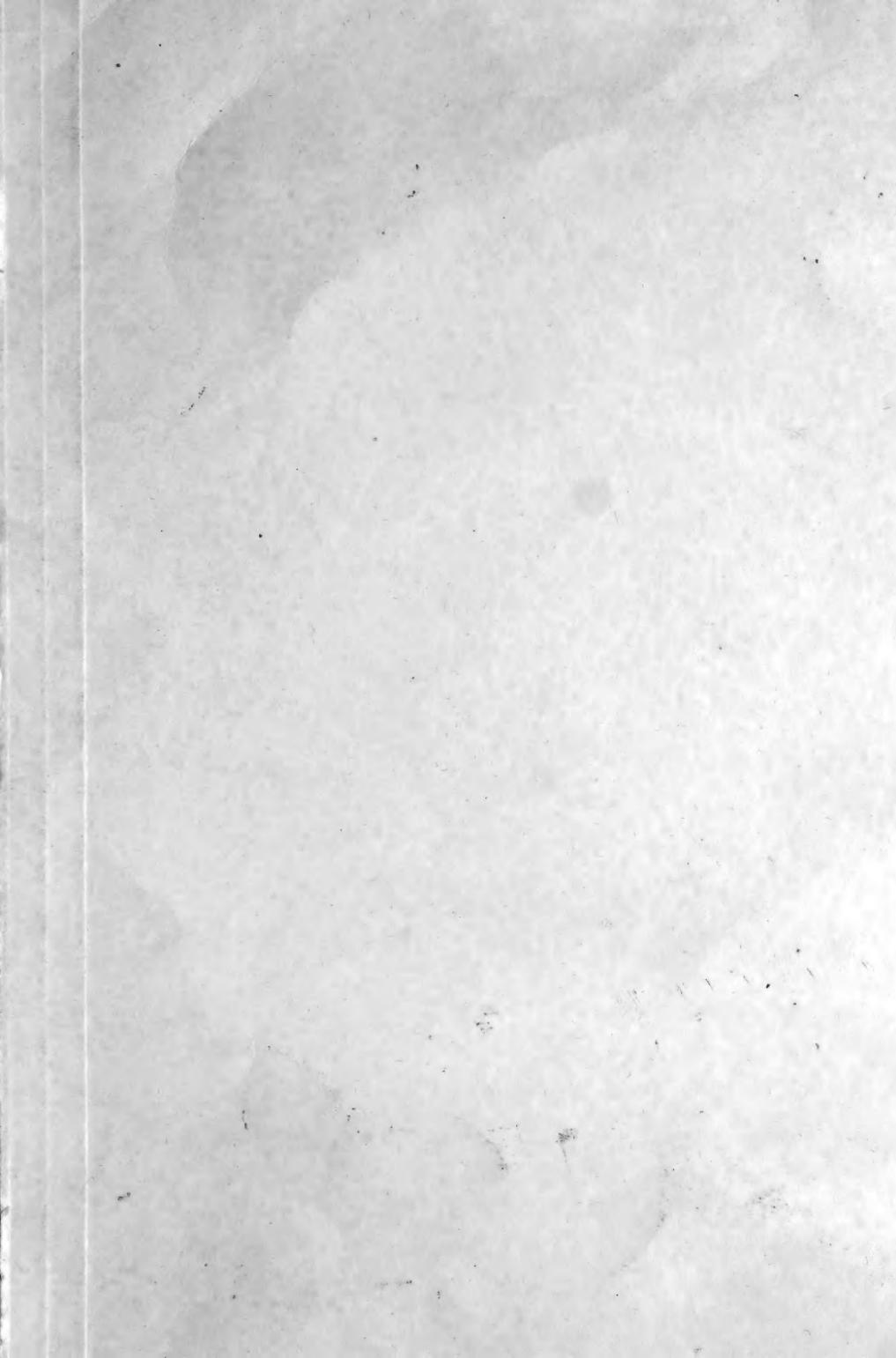
ASPARAGUS

Mary Washington. The outstanding variety.

SILVER MAPLE

See our price list for common shrubs and shade trees.





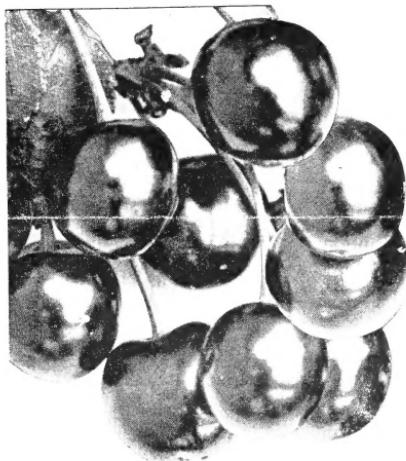
CHERRIES

SOUR CHERRIES English Morello

Montmorency—This variety is without question the best sour Cherry grown for commercial and home use, dark red, tender and juicy.



MONTMORENCY CHERRY



SCHMIDT'S—Large Black

SWEET CHERRIES

Bing—Black

Black Giant—Black

Emperor Francis—White

Hedelfingen—Black

Napoleon (White Oxheart)

Schmidt's Large black, delicious to eat, good shipper, ripens around July 10th.

Windsor. Dark, red, very productive, ripens in July.



HOW TO FIGURE NUMBER OF PLANTS NEEDED PER ACRE

How to Figure Number of Plants Needed per Acre—Multiply the distance apart by the width of row. This result divided into 43,560 square feet per acre will give you the number of plants needed.

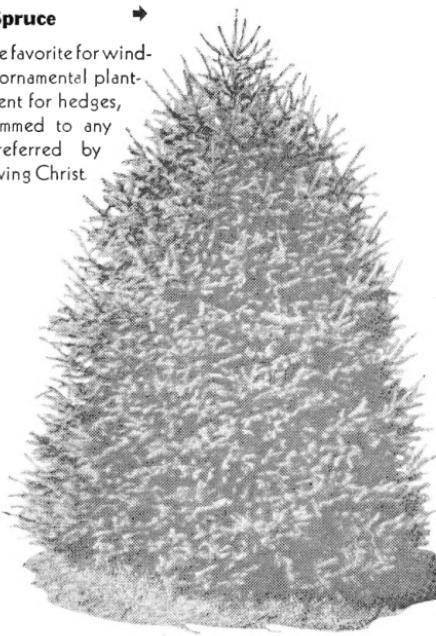
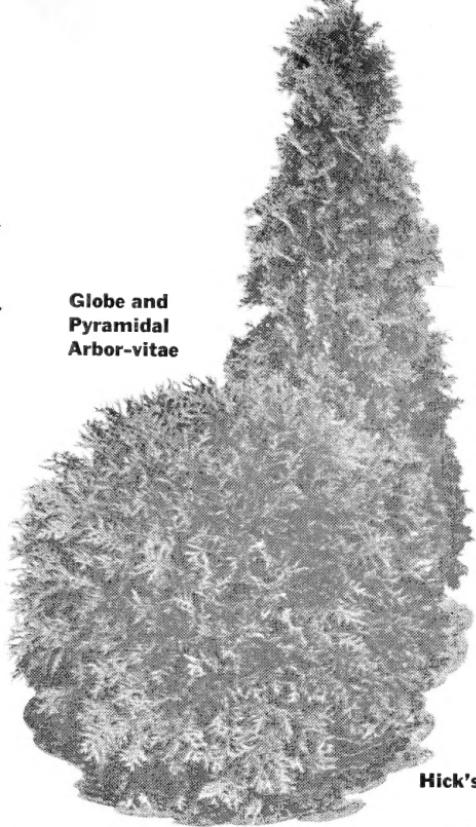
DWARF APPLE TREES All Leading Varieties

Real space savers but produce full sized fruits.

Norway Spruce

An old-time favorite for wind-break and ornamental planting. Excellent for hedges, can be trimmed to any height. Preferred by many as a living Christmas tree.

Globe and Pyramidal Arbor-vitae



Hick's Yew

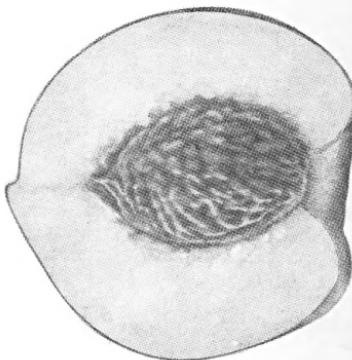
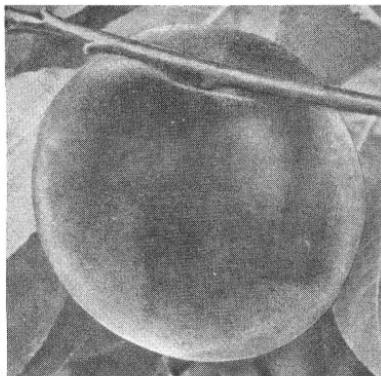


Taxus Capitata

NEW HEBERLE PEACH

Discovery of the late A. H. HEBERLE,
also founder of the ROCHESTER peach
and the A. H. HEBERLE NURSERIES.

ROCHESTER



HEBERLE

ROCHESTER

Yellow freestone and one of the finest grown. Combines the quality of Early Crawford with productiveness of Elberta, our choice of the finest canning peaches. Ripens mid-August.

HEBERLE

Large, yellow, freestone. Ripens after Hale Haven. Good canner and freezer.

GOLDEN JUBILEE

Comparatively new but widely planted. A real money maker. Large yellow. Ideal for roadside market. (Aug. 20-25th.) Excellent for freezing.

HALE HAVEN

Cross between J. H. Hale and South Haven. Its high color permits early picking. Good shipper. Excellent freezer.

GOOD COMMERCIAL VARIETIES

HEBERLE	RIO OSA GEM
ROCHESTER	HALE HAVEN
ELBERTA	SOUTH HAVEN
EARLY RED-FRE	RED HAVEN
JERSEY LAND	VALIANT
EARLY ELBERTA	J. H. HALE
EARLY EAST	SUNHIGH
GOLDEN JUBILEE	SUMMER CREST